

# INTRODUCTION TO MARKETING



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# What We will Discuss Today ?

- 1- History of Marketing
- 2- Industrial Age Vs Connection Age
- 3- Old & Modern Marketing
- 4- Offline Marketing VS Online Marketing
- 5- Branches of Online Marketing
- 6- Tips to junior freelancers





# INTRODUCTION TO MARKETING





What does Marketing means ?!

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## A) History of Marketing !

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# History Of Marketing

\* 2500 B.C : Adam & Eve

First Marketing Interaction in  
the world depending on the  
“Word of Mouth”

# History Of Marketing

- \* 1450 : The first production of Flyers & Brochures.
- \* 1836 : The first paid advertising in a news paper in France

# The First paid advertising in the World

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# History Of Marketing

- \* 1867 : The first appearance of Billboards.
- \* 1922 : Radio advertising Commences.
- \* 1941 : First advertising on Television.
- \* 1970 : Telemarketing emerges as a common Tactic

# History Of Marketing

- \* 2001 : Google AdWords .
- \* 2007 : Facebook Marketing has been Started.

For More Details: <http://bit.ly/History-of-Marketing>



**B) Industrial Age**

**Vs.**

**Connection Age**



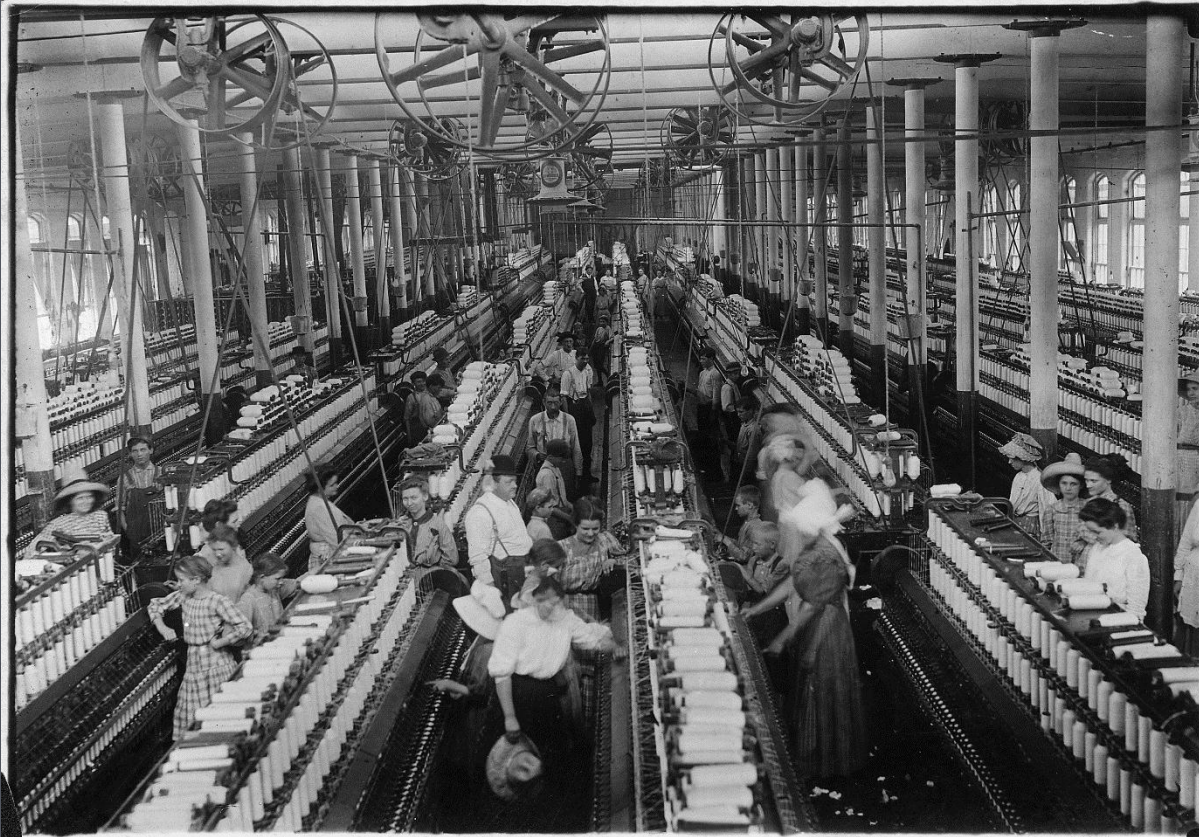


# Industrial Age

18<sup>th</sup> – 20<sup>th</sup> Centuries

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# The Industrial Age Work System



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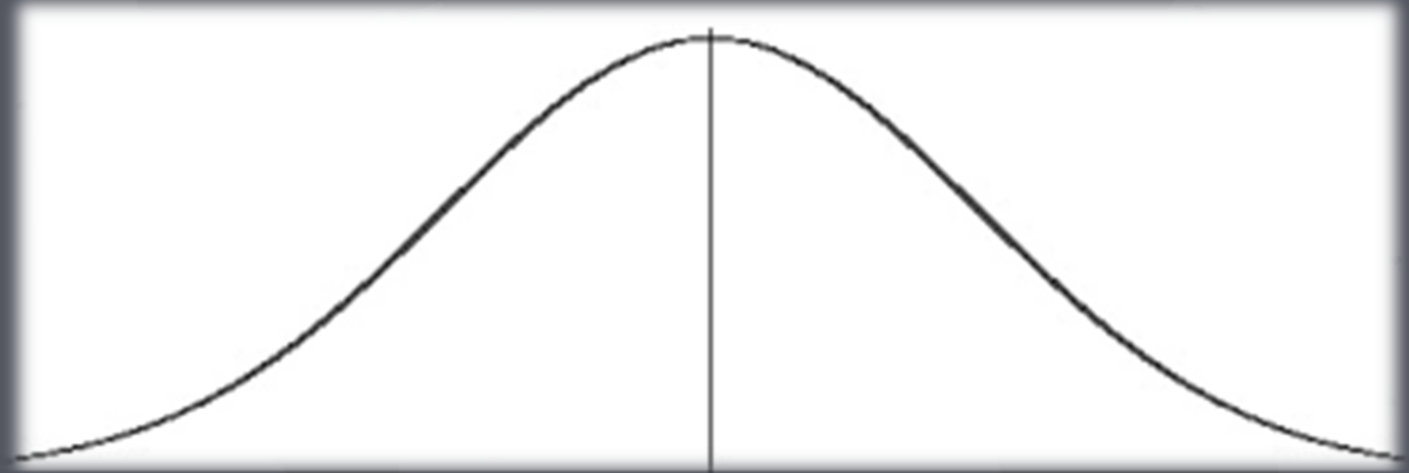
# The Industrial Age Educational System





# The Distribution of Behaviors in Industrial Age

“Average Product for average people”



Rise of Internet



Culture Shift



# Connection Age

By The 21<sup>st</sup> Century

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# System



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# The Connection Age Educational System

“It’s all about making Art !”

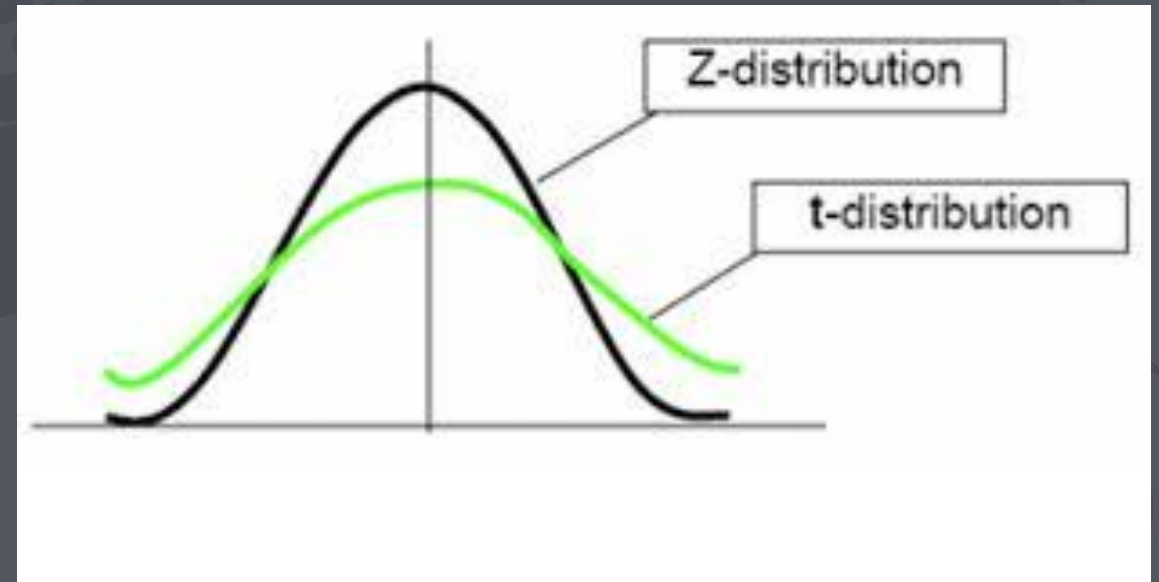


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# The Distribution of Behaviors in Connection Age

“More people are Weird and thinking outside the Box”





C) Old Marketing

Vs.

Modern Marketing





# Marketing 1.0

“Product Centric Marketing”  
(1950s -1960s)

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# Marketing 1.0

\*Obj. :

Sell Products & take over the highest percentage of the Market share.

\*Customers :

Mass Buyers with physical needs “For Every one”

# Marketing 1.0

\*Obj. :

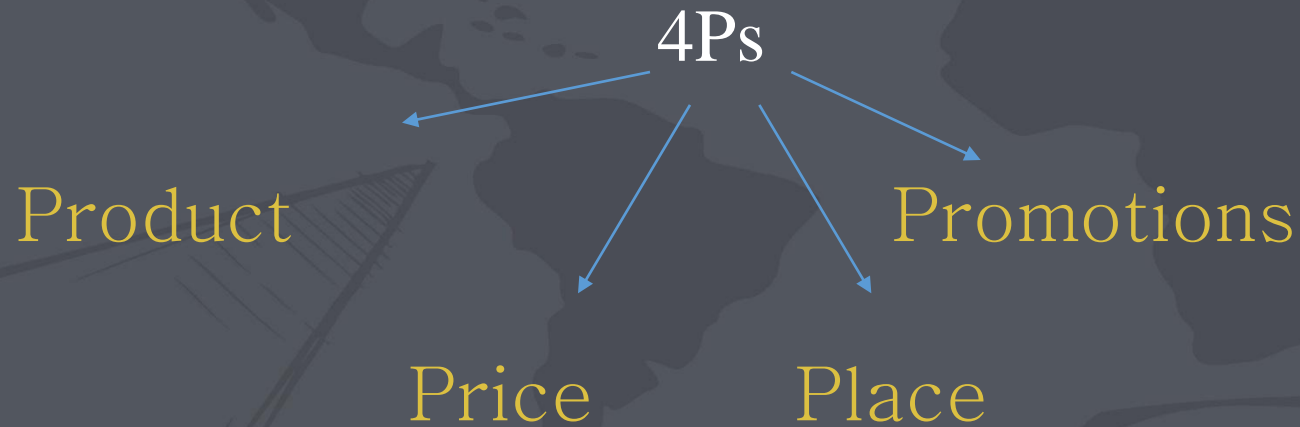
Sell Products & take over the highest percentage of the Market share.

\*Customers :

Mass Buyers with physical needs “For Every one”

# Marketing 1.0

## The Marketing Mix



Neil Borden



# Marketing 1.0

\*Disadvantages :

- \* Low Quality Products.
- \*No Gaps between Competitors.



# Marketing 2.0

## “Product Centric Marketing”

(1970s -1990s)

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# Marketing 2.0



```
graph TD; A[Marketing 2.0] --> B[STP]; A --> C[Branding]; B --> D[Segmentation]; B --> E[Targeting]; B --> F[Positioning];
```

STP

Segmentation Targeting Positioning

Branding

“Give Promises and keep them”

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# Marketing 2.0

\*Obj. :

Satisfy and Retain the Consumer.

\*Customers :

More Targeted and Focused Groups.

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# Marketing 2.0

\*Tactics :  
Depend on Emotional Marketing.



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# Marketing 2.0

\*Techniques :  
Looking for Customers'  
needs and reaching them  
Whatever their place!



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# Marketing 2.0

## \*Disadvantages :

- 1- Annoying Ads.
- 2- Millions of Spams.
- 3- High expectations —————> Low Realities
- 4- Buy ads —————> Bad Results —————> Buy more Ads

# Marketing 3.0

“Modern Marketing”

(2000 – Until NOW)

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# Marketing 3.0

\*Obj. :

Make The World a better Place.

\*Customers :

Whole Human with Mind, Heart & Spirit.

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# Marketing 3.0

\*Tactics :

Influencing the Culture, adding Values, and solving Problems.

- Apple's Mission:

“Make The People enjoy The Technology”

- Google's Mission:

“Make The World's Data more organized and accessible”

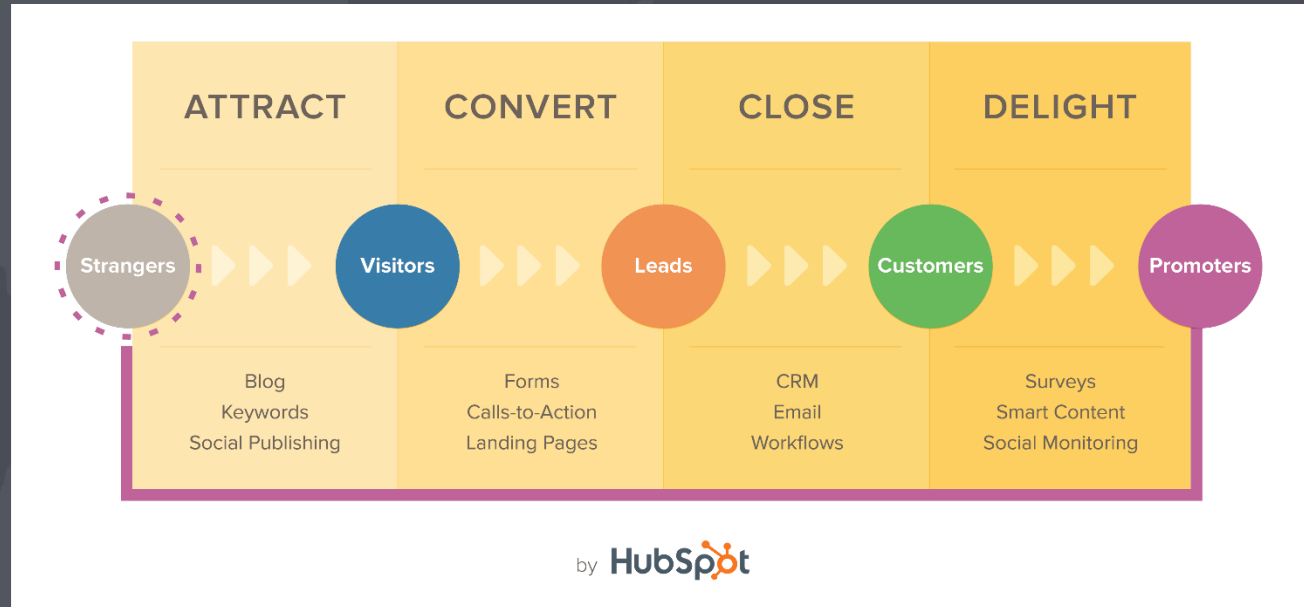
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# Marketing 3.0

## \*Modern Marketing Tactics :

### 1– Inbound Marketing:



# Marketing 3.0

## \*Inbound Marketing Tactics:

### 1-Permission Marketing:

“An approach to sell Products and services in which prospects explicitly agree in advance to receive Marketing information”

### 2- Humanization

### 3- Be Authentic



# Marketing 3.0

## \*Inbound Marketing Tactics:

- 4- Adding Values
- 5- Smart Segmentation and Smart Targeting
- 6- Using Modern & Free Tools of Marketing "social media, SEO, E-mail Marketing, etc.."



# Marketing 3.0

\*Modern Marketing Tactics :

2- Create Your Own Purple Cow:



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# Marketing 3.0

## \*Modern Marketing Tactics :

### 3– Be A thought Leader:

*“A thought leader is an individual or firm that prospects, clients, referral sources, intermediaries and even competitors recognize as one of the foremost authorities in selected areas of specialization, resulting in its being the go-to individual or organization for said expertise.”*

For more You can Check this Link: <http://bit.ly/7-Steps-to-be-aThought-Leadership>

# Marketing 3.0

## \*Results :

- 1– Lower Marketing Budgets.
- 2– More Ambassadors and Lovers
- 3– More Authority
- 4– Life Long Business



# What about Digital Marketing?!

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# Modern Marketing



Offline

Online

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# 1- Digital (Online) Marketing

- 1- Social Networks (Facebook, Twitter, ... )
- 2- Google Ads system ( SEO)
- 3- Email Marketing
- 4- Affiliate Marketing
- 5- Others ( mobile aps, Ads systems, etc..)

# Social Media Marketing

- 1- Content Creation
- 2- Ads system
- 3- Analytics
- 4- Responding & Engagement
- 5- other skills “following Updates”



# SOME RESOURCES

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# Tips to be a good freelancer

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# THANK YOU!



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